

| POPULATION TOTAL     | 1990 CENSUS | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|----------------------|-------------|-------------|----------------|----------------|
| MINNESOTA            | 4,375,099   | 4,919,479   | 5,051,203      | 5,257,935      |
| MEDIAN AGE (YRS)     |             | 35.4        | 36.2           | 37.2           |
| MINNEAPOLIS, MN      | 2,538,834   | 2,968,806   | 3,069,297      | 3,232,074      |
| MEDIAN AGE (YRS)     |             | 34.1        | 35.2           | 36.6           |
| HISPANICS (ANY RACE) |             | 99,121      | 109,948        | 128,208        |
| STATE'S PERCENTAGE   |             | 3.34%       | 3.58%          | 3.97%          |

| POPULATION BY RACE      | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|-------------------------|-------------|----------------|----------------|
| WHITE                   | 2,556,851   | 2,621,978      | 2,730,832      |
| MSA'S PERCENTAGE        | 86.12       | 88.32          | 91.98          |
| MEDIAN AGE (YRS)        | 36.0        | 37.2           | 38.9           |
| BLACK/AFRICAN-AMERICAN  | 157,963     | 171,631        | 189,556        |
| MSA'S PERCENTAGE        | 5.32        | 5.78           | 6.38           |
| MEDIAN AGE (YRS)        | 25.3        | 25.8           | 26.6           |
| AMERICAN INDIAN/NATIVE  | 21,590      | 22,394         | 23,296         |
| MSA'S PERCENTAGE        | 0.73        | 0.75           | 0.78           |
| MEDIAN AGE (YRS)        | 27.5        | 27.4           | 27.4           |
| ASIAN                   | 122,772     | 134,464        | 153,029        |
| MSA'S PERCENTAGE        | 4.14        | 4.53           | 5.15           |
| MEDIAN AGE (YRS)        | 24.4        | 25.0           | 25.8           |
| HAWAII/PACIFIC ISLANDER | 1,253       | 1,282          | 1,475          |
| MSA'S PERCENTAGE        | 0.04        | 0.04           | 0.05           |
| MEDIAN AGE (YRS)        | 26.5        | 26.3           | 26.3           |
| OTHER                   | 46,083      | 51,662         | 60,771         |
| MSA'S PERCENTAGE        | 1.55        | 1.74           | 2.05           |
| MEDIAN AGE (YRS)        | 23.8        | 24.6           | 25.5           |

| POPULATION BY LOCALITY | 2003 ESTIMATED | 2008 PROJECTED |
|------------------------|----------------|----------------|
| URBAN                  | 557,501        | 566,256        |
| SUBURBAN               | 2,233,400      | 2,357,506      |
| RURAL                  | 278,396        | 308,312        |

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| INCOME                          | 2003 ESTIMATED   | 2008 PROJECTED   |          |
|---------------------------------|------------------|------------------|----------|
| HOUSEHOLD MEDIAN                |                  | -----            |          |
| PER CAPITA                      | \$61,961         | -----            |          |
| EXPENDITURES                    | 2003 ESTIMATED   | 2008 PROJECTED   | % CHANGE |
| TOTAL EXPENDITURES              | \$57,761,868,000 | \$75,756,597,000 | 31.15%   |
| FOOD AT HOME TOTAL              | \$5,915,432,200  | \$6,954,215,400  | 17.56%   |
| FOOD AWAY FROM HOME TOTAL       | \$6,138,004,400  | \$7,852,611,100  | 27.93%   |
| FOOD AS % OF TOTAL EXPENDITURES | 20.87%           | 19.55%           | -----    |
| FOOD AT HOME                    | 2003 ESTIMATED   | 2008 PROJECTED   | % CHANGE |
| MEATS (ALL TYPES)               | \$1,083,469,800  | \$1,285,327,500  | 18.63%   |
| FISH & SEAFOOD PRODUCTS         | \$113,683,500    | \$135,408,600    | 19.11%   |
| FRUITS & VEGETABLES             | \$645,585,400    | \$752,037,500    | 16.49%   |
| DAIRY PRODUCTS                  | \$642,504,100    | \$750,079,400    | 16.74%   |
| BAKERY PRODUCTS                 | \$659,146,000    | \$752,776,900    | 14.20%   |
| CEREALS & PRODUCTS              | \$322,317,300    | \$385,264,000    | 19.53%   |
| PREPARED FOODS                  | \$1,027,841,900  | \$1,219,067,800  | 18.60%   |
| JUICES                          | \$154,975,000    | \$180,800,400    | 16.66%   |
| FOOD AWAY FROM HOME             | 2003 ESTIMATED   | 2008 PROJECTED   | % CHANGE |
| BREAKFAST & BRUNCH              | \$405,518,200    | \$570,449,600    | 40.67%   |
| FAST FOOD                       | \$155,365,000    | \$210,886,500    | 35.74%   |
| FULL SERVICE                    | \$250,153,200    | \$359,563,100    | 43.74%   |
| LUNCH                           | \$1,441,392,700  | \$1,831,936,000  | 27.09%   |
| FAST FOOD                       | \$821,497,100    | \$1,013,156,900  | 23.33%   |
| FULL SERVICE                    | \$619,895,600    | \$818,779,100    | 32.08%   |
| DINNER                          | \$2,206,770,300  | \$2,885,159,800  | 30.74%   |
| FAST FOOD                       | \$779,982,500    | \$966,882,800    | 23.96%   |
| FULL SERVICE                    | \$1,426,787,800  | \$1,918,277,000  | 34.45%   |

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| FOOD AT HOME EXPENDITURES     | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
|-------------------------------|----------------|----------------|----------|
| <b>MEATS</b>                  |                |                |          |
| MEATS (ALL TYPES)             | \$917          | \$1,023        | 11.56%   |
| POULTRY                       | \$266          | \$299          | 12.41%   |
| EGGS                          | \$36           | \$39           | 8.33%    |
| <b>FISH &amp; SEAFOOD</b>     |                |                |          |
| FRESH                         | \$53           | \$59           | 11.32%   |
| FROZEN                        | \$30           | \$35           | 16.67%   |
| CANNED                        | \$13           | \$14           | 7.69%    |
| <b>FRUITS / VEGETABLES</b>    |                |                |          |
| FRESH                         | \$378          | \$419          | 10.85%   |
| CANNED                        | \$80           | \$90           | 12.50%   |
| FROZEN                        | \$68           | \$71           | 4.41%    |
| OTHER                         | \$20           | \$19           | -5.00%   |
| <b>DAIRY PRODUCTS</b>         |                |                |          |
| FRESH MILK & CREAM            | \$172          | \$185          | 7.56%    |
| CHEESE                        | \$155          | \$163          | 5.16%    |
| ICE CREAM                     | \$88           | \$97           | 10.23%   |
| BUTTER / MARGARINE            | \$43           | \$53           | 23.26%   |
| <b>BAKERY PRODUCTS</b>        |                |                |          |
| BREAD & PRODUCTS              | \$435          | \$469          | 7.82%    |
| COOKIES                       | \$79           | \$84           | 6.33%    |
| CRACKERS                      | \$44           | \$47           | 6.82%    |
| <b>CEREALS &amp; PRODUCTS</b> |                |                |          |
| CEREALS                       | \$159          | \$170          | 6.92%    |
| PASTA PRODUCTS                | \$49           | \$58           | 18.37%   |
| FLOUR & MIXES                 | \$37           | \$45           | 21.62%   |
| RICE                          | \$27           | \$33           | 22.22%   |
| <b>PREPARED FOODS</b>         |                |                |          |
| SNACKS/CHIPS                  | \$155          | \$180          | 16.13%   |
| JUICES                        | \$131          | \$144          | 9.92%    |
| FROZEN/PREP. OTHER            | \$133          | \$154          | 15.79%   |
| SOUPS                         | \$68           | \$80           | 17.65%   |
| SAUCES & GRAVIES              | \$67           | \$67           | 0.00%    |
| BABY FOOD                     | \$48           | \$54           | 12.50%   |
| FROZEN MEALS                  | \$52           | \$58           | 11.54%   |
| NUTS                          | \$33           | \$36           | 9.09%    |
| SALADS                        | \$30           | \$37           | 23.33%   |

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